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# Appendix A

Wednesday, February 04, 2004

## **Description of SIS-Ex for patent works.**

Content is stored on server "A" (1) with a specific UFN the describe the file properties (2). At any given time the owner of "A" may wish to publish the content with certain restrictions (such as "valid till", security check, licensing, pay-per-view etc.

The owner modifies the UFN by selecting a set of conditions and commerce information that are translated into codes and stored as an extension of the UFN (3).

The media is than published (4) and potential viewers are provided with electronic agreement or token (5) and an image with the SISEx-UFN properties is sent to sever "B" (6). Note: the actual media file is not transferred to server "B" thus all issues of security and protecting the intellectual properties are eliminated.

The owner / authorized users can then integrated the SISex content into any multimedia presentation (7). Upon request of the player on the audience device (8) the call to the SIS-Ex content is routed to server "A" (9).

A process of validation, security and counter is performed (10) and, if validated, the media is provided from server "A". Note: in this particular example, if the validation fails, the audience views media items A, C & D (7) only.

If a licensing or commerce method applied in the agreement (5) than the counter pass the information to the billing process (11) for direct payment or a 3<sup>rd</sup> party processing service ,such as credit card processor (12)

Dallas 02.01.2004

### **Storyboard system**

SiSTeR's storyboard system saves time and video production cost by enabling all parties involved with the production (client, producer, director, cameramen, editors etc.) to communicate electronically and pass interaction set to the editing software and hardware.

The parties (1) are using computing devices and cell phones to communicate back and forth by exchanging instruction sets (2) via the M-Plat (3). Once the final draft is agreed upon the project instruction set (4) is send to the editing system (5). The editing system pulls the media files automatically and the editor, saves to final output to local device or directly to the distribution system using the *UPLOADER*.

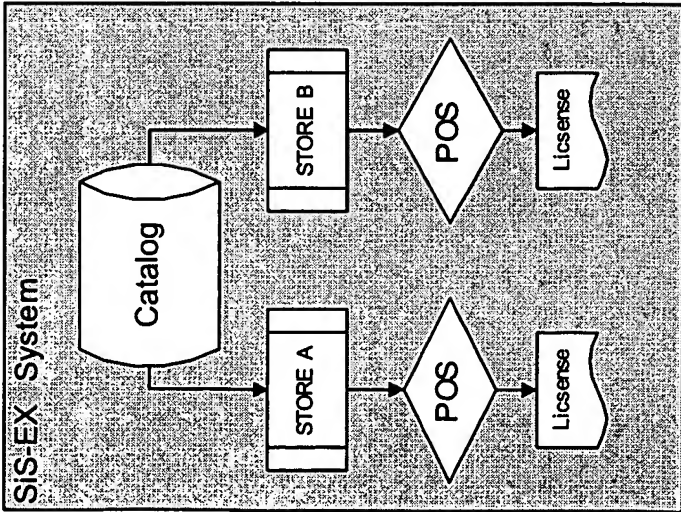
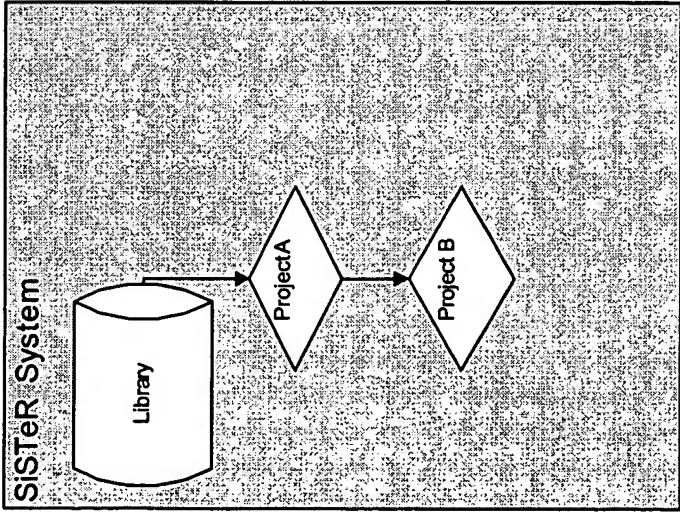
Dallas 02.01.2004

### **Storyboard system**

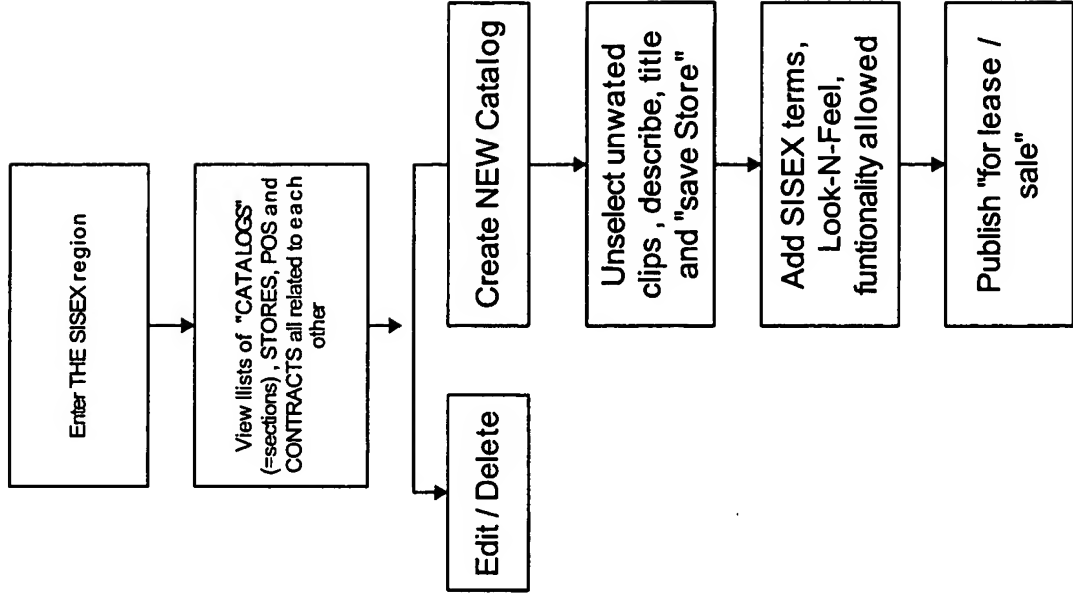
SiSTeR's storyboard system saves time and video production cost by enabling all parties involved with the production (client, producer, director, cameramen, editors etc.) to communicate electronically and pass interaction set to the editing software and hardware.

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**Example of SIS-Ex store.**



**CATALOG** = Selected clips from a library for sale or licensing  
**STORE** = A subst (manually selected) from a catalog.  
**POS** = A store with SISEX rules defined for each clip.  
**Contract** = Shopping cart that has been paid for



Client / Library ID

010021901515

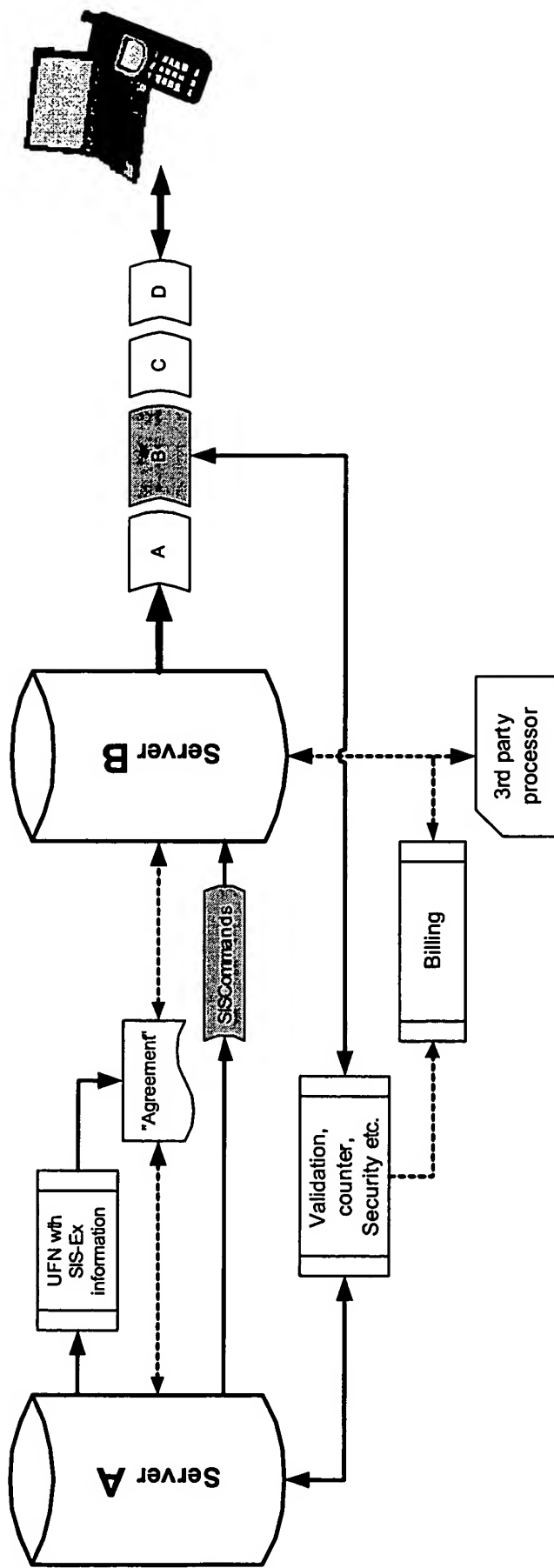
MODE		USER DEFINED	
Category	Must Have	Graphic Logo	
Sub_category	Must Have	Unit 2	
Created by	Must Have	Unit 2	
Created on	Must Have	Unit 2	
Extension	Must Have	Unit 2	
Public domain?	N		
"UNTIL" limit?	Must Have		
"HTS" limit?	Must Have		
"GROUP" limit?	Must Have		
Pay-Per-View?	Must Have		
Agreement?	Included		

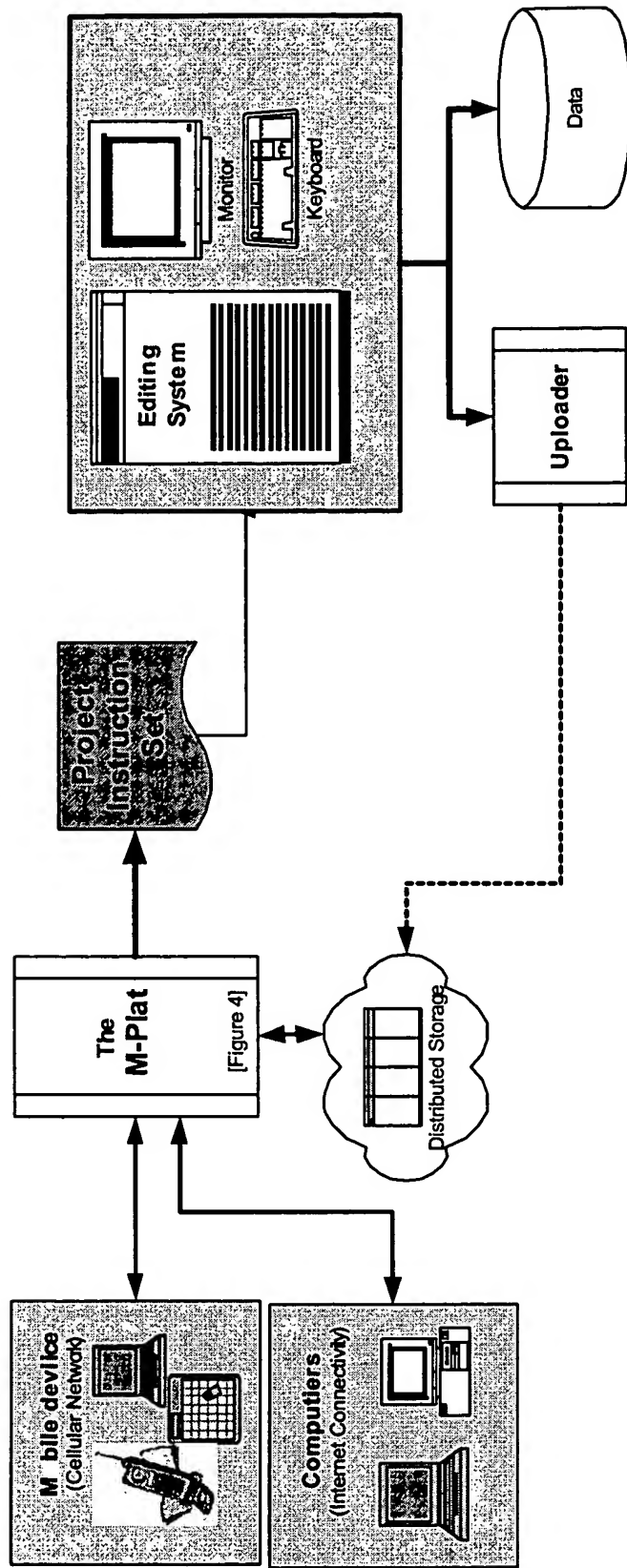
to select

- GLOG
- FIN2
- OALP
- 0304
- MPG

- YLDTL3811950
- YLDHT10000
- PAYPERY100
- AGRPJ

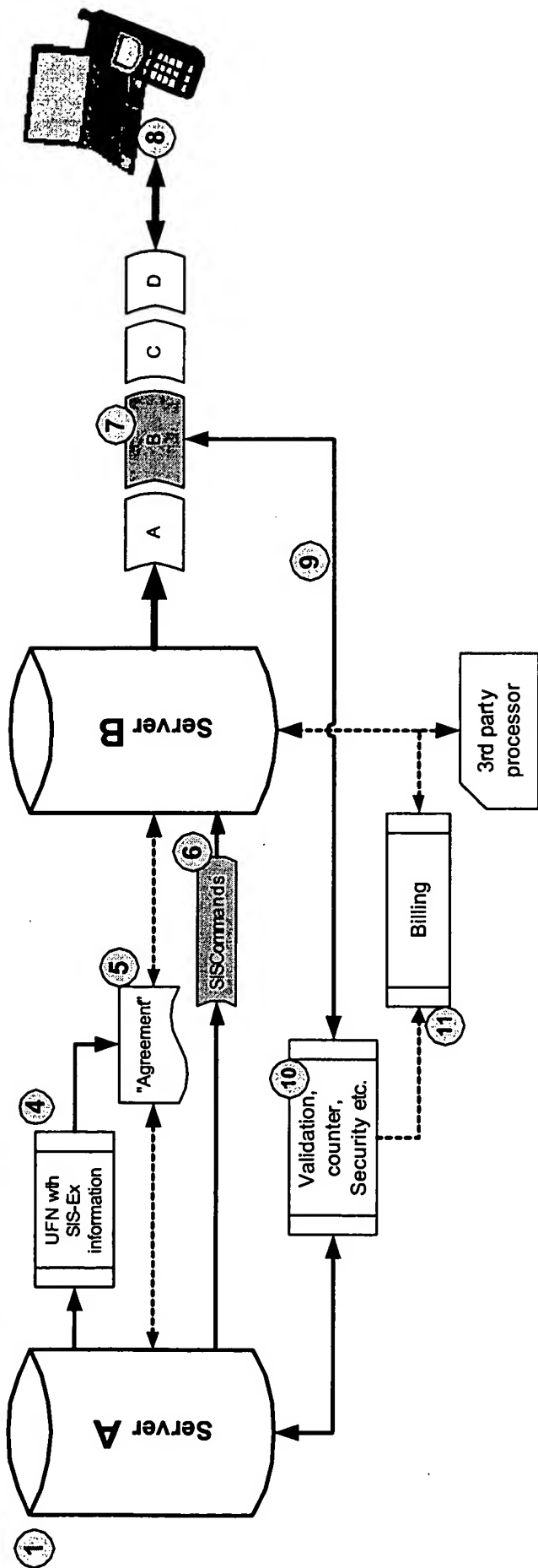
010021901515-GLOG-FIN2-OALP-0304-YLDTL3811950-YLDHT10000-PAYPERY100-AGRPJ







# **SIS-Ex**



- Step 1.**

A media file is stored with standard UFN.
- Step 2.**

The SIS-Ex information is added and a copy of the SISCommands is stored.

Client / Library ID		USER DEFINED	
Category	Must Have	Group	Must Have
Sub_category	Must Have	Sub_group	Must Have
Created by	Must Have	Created on	Must Have
Created on	Must Have	Extension	Must Have
Extension	Must Have	Public domain?	Must Have
Public domain?	Must Have	"UNTIL" limit?	Must Have
"UNTIL" limit?	Must Have	"HTS" limit?	Must Have
"HTS" limit?	Must Have	"GROUP" limit?	Must Have
"GROUP" limit?	Must Have	Pay-Per-View?	Must Have
Pay-Per-View?	Must Have	Agreement?	Must Have
Agreement?	Must Have		

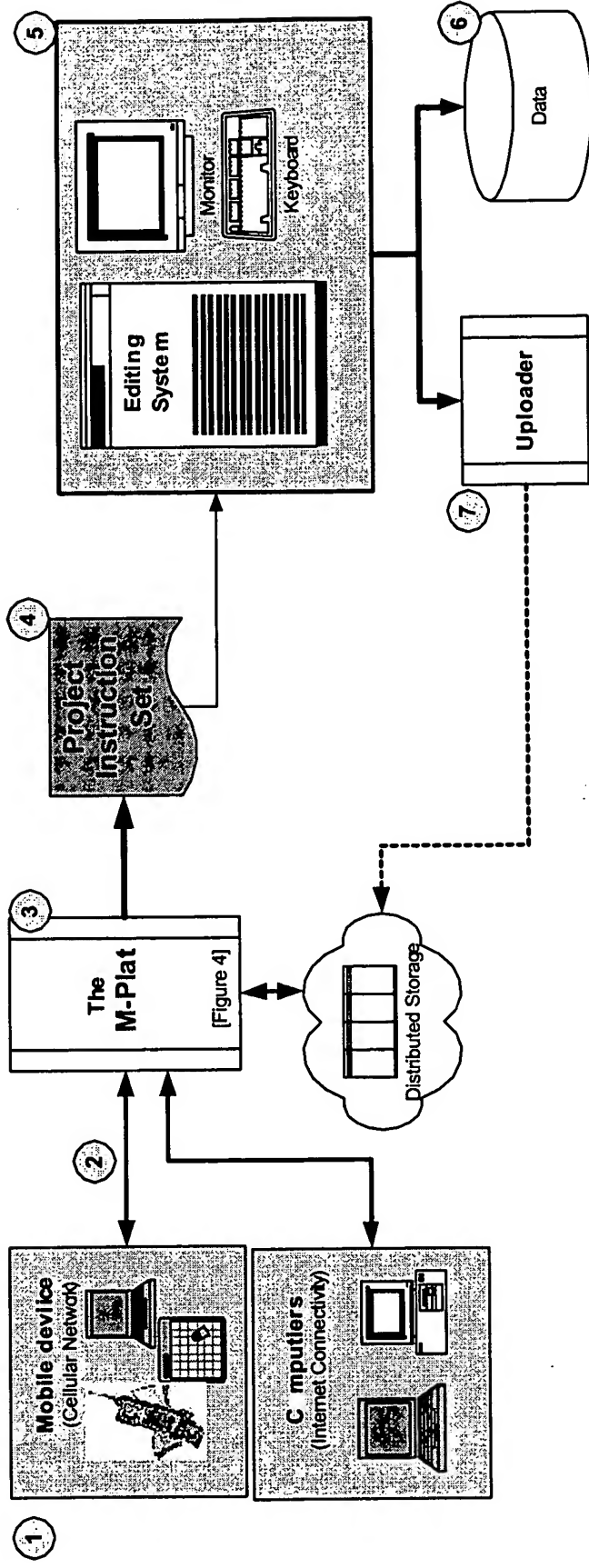
to select

-GLOG  
-FIN2  
-QALP  
-013104  
-MPG

-YLDITL3811950  
-YLDHT10000  
-PAYPERV100  
-AGRPRJ

10021211545-GLOG-FIN2-QALP-013104-YLDITL3811950-YLDHT10000-PAYPERV100-AGRPRJ

# Storyboard - Integration with editing hardware / software



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## Sample of project instruction set

UFN1: 10100902041345-CBRN-DEM3-STHR-020504-STD002503210027235  
 VID1: C:\video production\client xyz\finaltave01.avi  
 Trans1: fade-left-right, 3, blk  
 UFN2: 10100902041345-CDFR-DEM5-STHR-021403-  
 STD00150200100107012  
 VID2: F:\video production\my project\010202 vacation.avi  
 Trans2: fade-left-left, 1, na  
 Audio1: [http://sisweb1.sister.tv/pub/sisappv2/playlist.aspx?fd=10011124031359-mms\\_112403](http://sisweb1.sister.tv/pub/sisappv2/playlist.aspx?fd=10011124031359-mms_112403)  
 Text1: "Our 2003 sale conference was a great success.. etec.. etc"  
 Output1: <http://sisweb1.sister.tv/sisappv2/10011124031359/makeclip3.mpg>